

IOWA HOMEOWNERSHIP INCUBATOR PITCH COMPETITION

Advancing financial literacy and homeownership opportunities for Iowans.

Homeownership benefits Iowans, communities and businesses alike. This is why the Iowa Finance Authority (IFA) and the Iowa Association of REALTORS® (IAR) are hosting the fourth annual Iowa Homeownership Incubator Competition.

The Iowa Homeownership Incubator serves as a challenge to homeownership professionals to think innovatively about the future of homeownership and advancing financial literacy around homeownership among all Iowans.

The winning pitch will be awarded **\$20,000** to educate Iowans about financial literacy as it relates to homeownership and assistance programs available to them (emphasis on IFA programs for low to moderate income Iowans) with a focus on innovation!

Application Timeline

- Application Deadline: August 1 at 5:00 p.m. CT.
- Finalists will be determined by IFA and IAR and will be invited to make their pitch to a panel of industry judges at the HousingIowa Conference in Cedar Rapids on September 3.

Questions?

Iowa Finance Authority
housingconf@iowafinance.com

Iowa Finance Authority
1963 Bell Avenue, Suite 200
Des Moines, Iowa 50315

515.452.0400

Guidelines

- Proposals must be led and submitted by a lending institution, real estate brokerage or housing organization.
- Proposals must include community and business partnerships.
- Proposal content and format is at the discretion of entrants and should be centered on innovation.
- Proposals must include promotion of IFA programs for low to moderate homebuyers.
- Proposals must be emailed to ifafyi@iowafinance.com.
- Deadline for proposal submission: August 1, 2025 at 5:00 p.m. CT.
- Finalists will pitch their proposals at the HousingIowa Conference to determine the winner.
- Entrants are not guaranteed an opportunity to pitch or funding and must sign an acknowledgement form prior to submission of proposal.
- Previous first place winners are not eligible.